

### Ohio Public Othicis Commission **Public Utilities**



# **Ohio Retail** Electric Choice









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### What is Retail Electric Choice?

With retail electric choice in Ohio, you are able to choose the electric supplier that provides the generation portion of your electricity.

- If you choose a new electric supplier, your local electric utility will continue to deliver the electricity to your home, and
- You should continue to call your local electric utility if your power goes out.
- Electric suppliers must be certified by the PUCO before they can sell electricity to residential customers.















### What is Retail Electric Utility Choice?

- Electric Choice began with the passage of Senate Bill 3 in 1999
- As of July 2012, there are about 16 marketers actively marketing electricity to residential customers and posting offers on the Electric Apples to Apples chart
- There are currently 59 marketers and 165 broker/aggregators who have been certified to sell electricity in Ohio
- There are 217 communities who have established electric aggregations















### What is Retail Electric Utility Choice?

 As of March 2012, about 36% of all eligible residential customers are enrolled in the Choice Program for the four Electric Distribution Utility (EDU) Companies operating in Ohio

Residential Customer Enrollment				
	Residential Customers		Residential	
<u>EDU</u>	<u>CHOICE</u>	<u>Eligible</u>	<u>Customers Enrolled</u>	
AEP	86288	1159540	7.44%	
Dayton Power and Light	59787	436978	13.68%	
Duke	162231	533255	30.42%	
FirstEnergy	999125	1496755	66.75%	

Note: FirstEnergy totals includes Cleveland Electric Illuminating, Ohio Edison, and Toledo Edison













### **PUCO - Certified Suppliers**

- All suppliers marketing and selling electric service in Ohio are required to be certified by the PUCO
- Before entering into any agreement with a potential supplier, make sure that the company is on the certified supplier list.
- You can obtain a current list of suppliers by calling the PUCO at (800) 686-PUCO (7826), or by visiting our website.
- Certified suppliers have met the PUCO's managerial, technical, and financial standards.
- Further, the PUCO may take certain actions against suppliers who violate customer protections and rules.







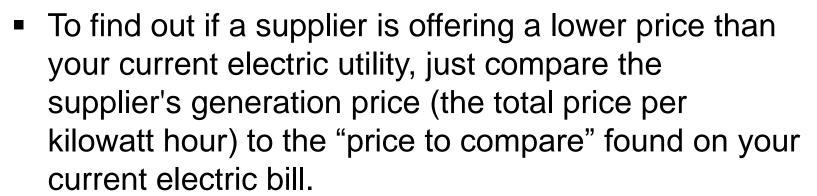


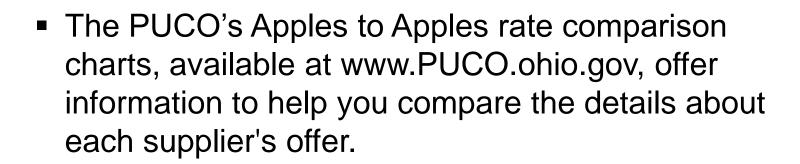




### 4 Simple Steps to Choosing a Supplier

### 1. Compare offers









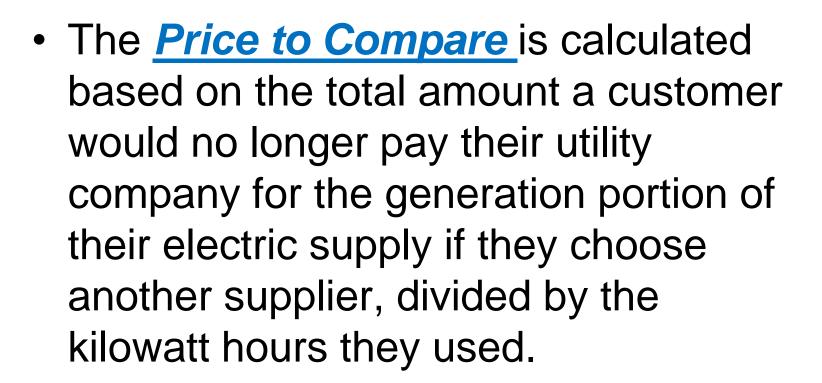








### Price to Compare – What is it?









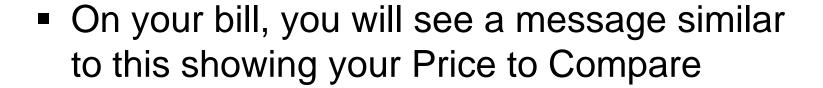


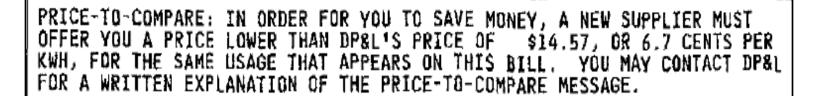






### Price to Compare Information - Where is it?





Your Price to Compare is specific to your individual bill and usage













### Price to Compare – What is it?



 In order for the customer to save money, the new supplier's rate needs to be lower than the Price to Compare rate shown on the customer's bill.



 In the bill example, the customer's Price to Compare was 6.7 cents (\$0.067) per kilowatt hour (kwh)



 In order for the customer to save, the supplier's offer will need to be less than \$0.067 per kwh









### Electric Apples to Apples Charts – DP&L

Supplier Name	<u>Current Offer</u>	Contract Term	Offer Details
AEP Energy PO Box 1415 Columbus, OH 43215 (800) 950-2725 www.aepretailenergy.com	Fixed Price of \$0.0669 per kwh.	24 Months	This offer is for residential RS and RH customers of Dayton Power and Light utility only. Enroll online at http://aepretailenergy.com/save20. Early Termination Fee: \$150
Border Energy Electric Services, Inc. 388-901-8461 http://www.borderenergyelectric.com/	Fixed Price of \$0.0647 per kwh through May 2014	Through May 31, 2014	This offer is for DP&L Residential Customers only. Enroll onlin at http://signupdpl.borderenergyinc.com/DPL_ex.aspx Early Termination Fee: \$75
DP&L Energy 1065 Woodman Drive Dayton, OH 45432 800-319-1356 www.dplenergy.com	Fixed Price of \$0.0699 per kwh. Loyalty Payment of \$75	Choice of: through the May 2014 meter read or for 18 months	This offer is for DP&L Residential Customers only. Enroll onlin at http://dplenergygo.com/ or call 800-319-1356 Early Termination Fee: None
DP&L Energy 1065 Woodman Drive Dayton, OH 45432 300-319-1356 www.dplenergy.com	Fixed Price of \$0.065 per kwh.	Choice of: through the May 2014 meter read or for 18 months	Online Only Offer. This offer is for DP&L Residential Custome only. Must enroll online at http://dplenergy.com/dplonlinehome Early Termination Fee: \$75
DP&L Energy	Fixed Price of \$0.0719 per	Choice of: through	This offer is for DP&L Residential Customers only. Enroll onlin













### Price to Compare – What is it?

- In general, the generation portion of the bill is about 50% of the total monthly charges.
- So any potential savings are only applicable to about half the customer's total monthly costs.
- For example, if a supplier offers a rate that is 10% less than the customer's price to compare, and their bill is \$100, they will save about \$5 off their total bill.













### 4 Simple Steps to Choosing a Supplier



### 1. Compare offers



Only you can decide which supplier is best for you.



 You may simply want the lowest price, or you may want to:



Consider special add-on offers



What source is used to generate the electricity



Contract terms

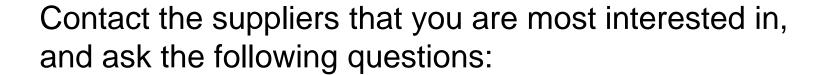


Or the reputation of the supplier.



### 4 Simple Steps to Choosing a Supplier

#### 2. Contact Suppliers



- Are you certified by the PUCO?
- Is the price fixed or is it variable?
- If it is a variable price, how does it change?
- Are there any built-in price increases or decreases?
- Does the price depend on how much electricity I use or when I use it?
- How long is the contract for that rate?
- What happens when my contract expires?













### 4 Simple Steps to Choosing a Supplier

### 2. Contact Suppliers

Contact the suppliers that you are most interested in, and ask the following questions:

- Do you charge any cancellation fees?
- Can I stay on budget billing with my electric company?
- Do you offer budget billing for your part of the bill?
- Will I receive one or two bills a month?
- What sources are used to produce the electricity?
- Is there a customer incentive for signing up?













### 4 Simple Steps to Choosing a Supplier

### 2. Contact suppliers

- Once you have decided on a supplier, contact that supplier directly to confirm the offer and learn how to sign up.
- You do not need to call your local electric utility.













### 4 Simple Steps to Choosing a Supplier



#### 3. Read and understand the supply contract



 Most electric suppliers will ask you to sign a contract.



 The supplier may provide you with a contract in person or by mail.



 You also may be able to sign up by telephone or on the Internet.





### 4 Simple Steps to Choosing a Supplier

#### 3. Read and understand the supply contract

- Before signing any contract, make sure you read and understand all the terms and conditions such as:
  - How long you will have to buy electricity from the supplier
  - What types of fees, if any, there are
  - How you will be billed
- Only give out your account number when you are ready to sign.













### 4 Simple Steps to Choosing a Supplier



### 4. Receive Confirmation



 After you sign up, your new supplier will contact your current utility for you.



Your utility will then mail you a confirmation letter.



You have seven days from the postmark date on the confirmation to cancel the contract if you change your mind.





For general information about Retail Electric Choice, please call the PUCO Consumer Call Center at



(800) 686-PUCO (7826)



or visit our website:



www.puco.ohio.gov

